

Be a Resource. Gain Exposure.

Advertise in the San Diego Association of REALTORS®
REALTOR® Resource Guide & Affiliate Directory.

What is the REALTOR® Resource Guide & Affiliate Directory?

Homeowners often look to their real estate professional when they need a product or service for their new investment. Much like a Chamber of Commerce represents local business members, the San Diego Association of REALTORS® represents over 12,000 real estate professionals throughout the county.

The REALTOR® Resource Guide & Affiliate Directory is designed to be a handy reference for REALTORS® and their clients. By promoting your company with a listing or ad in this resource, you can attract leads and referrals, generate more sales, and maintain your market presence throughout the year.

Reasons to advertise in the REALTOR® Resource Guide & Affiliate Directory:

- The San Diego Association of REALTORS® is the largest trade association in San Diego County. Your advertisement will reach an audience of 12,000 members
- The REALTOR® Resource Guide & Affiliate Directory will be a tool for real estate professionals to offer their clients as an easy reference to direct new business your way
- Expose your brand to a targeted audience of real estate professionals, and home buyers and sellers
- The San Diego Association of REALTORS® is recognized as "The Trusted Voice of San Diego Real Estate" by the industry, elected officials, and the media, thereby enhancing advertisers' credibility
- SDAR's marketing reach goes beyond San Diego to real estate professionals throughout Southern California, providing advertisers with more exposure

REALTOR® Resource Guide & Affiliate Directory Distribution:

- Mailed directly to 12,000 SDAR members, who have access to more than 30,000 buyers & sellers
- Available online on SDAR.com (390,000+ visits per year)
- Links to online guide emailed in monthly eNewsletter sent to more than 16,000 real estate professionals throughout San Diego County
- SDAR events, including SDAR's Annual Conference & Expo and Real Estate Summit attracting more than 1,900 attendees
- Provided to over 50 new REALTOR® members at monthly SDAR orientations

Advertise in the SDAR
REALTOR® Resource
Guide & Affiliate
Directory to:

- ✓ Generate more leads & referrals!
- ✓ Generate sales!
- ✓ Reach thousands of real estate professionals (and their clients)!

An estimated 60% of MLS home sale listings in San Diego County are listed by members of the San Diego Association of REALTORS®.

The guide will also be available to REALTORS® to give to clients as a resource.

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The Trusted Voice of San Diego Real Estate

www.sdar.com | (800) 525-2102

Benefits of advertising in the REALTOR® Resource Guide & Affiliate Directory

	San Diego REALTOR® Resource Guide & Affiliate Directory
Total Circulation (print)	14,000+
Annual Exposure In addition to being mailed directly to SDAR members, the REALTOR® Resource Guide will be promoted online and distributed at events.	Six San Diego service center locations throughout San Diego county
	SDAR events including SDAR's Annual Conference & Expo and Real Estate Summit
	Monthly New Member Orientation (approx. 50 attendees per orientation)
	Online version available at SDAR.com
Cost	Free to SDAR members and the general public (includes direct mailing to members)
Advertising Cost	As low as \$95 (SDAR Affiliate rate)
Target Audience	Real Estate Professionals, Home Buyers & Sellers

Advertising Rates

Reserve before March 15 and receive a \$20 discount!

Advertisements	SDAR Affiliate Cost	Non-Affiliate Cost
Business Name (Listing only, black & white)	Included with Affiliate Membership*	\$ 115
Bold Listing (black & white)	\$ 115	\$ 145
Listing with Logo (black & white)	\$ 170	\$ 195
Business Card Ad (black & white) 3.5w x 2h	\$ 220	\$ 320
Quarter Page (black & white) 3.625w x 4.75h	\$ 470	\$ 570
Half Page (black & white) 7.5w x 4.75h	\$ 720	\$ 820
Full Page (4 color) Without Bleed: 7.5w x 10h With Bleed: 8.5w x 11h with .125 bleed and crop marks	\$ 1,120	\$ 1,220
Front Inside Cover (4 color) Without Bleed: 7.5w x 10h With Bleed: 8.5w x 11h with .125 bleed and crop marks	\$ 1,820	\$ 1,920
Back Inside Cover (4 color) Without Bleed: 7.5w x 10h With Bleed: 8.5w x 11h with .125 bleed and crop marks	\$ 1,820	\$ 1,920
Center Page (4 color) Without Bleed: 7.5w x 10h With Bleed: 8.5w x 11h with .125 bleed and crop marks	\$ 1,720	\$ 1,820
Back Cover (4 color) Without Bleed: 7.5w x 10h With Bleed: 8.5w x 11h with .125 bleed and crop marks	\$ 2,820	\$ 2,920
Flyer Insert (4 color) Without Bleed: 7.5w x 10h With Bleed: 8.5w x 11h with .125 bleed and crop marks	\$ 1,420	\$ 1,520

**For more information, contact Sales
at (858) 715-8000 or Sales@SDAR.com.**



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